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Home Appliance NewsLine

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An  Bulletin to Editors

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THIRD QUARTER HOME APPLIANCE SHIPMENTS ARE SECOND BEST EVER

CHICAGO -- The home appliance industry shipped over 12.3 million units in the third quarter and 4.1 million in September, coming close to the record levels of the previous year, reports the Association of Home Appliance Manufacturers (AHAM).

Shipments for July through September were down 2.8% from the same 1987 period, making it a second-best third quarter for the industry.

Quarterly shipments of food preservation, home comfort and home laundry appliance categories exceeded their year-ago levels, with three products registering double-digit gains: compactors (61,200 units) were up 13.8%; freezers (436,100 units), up 13.4%; and room air conditioners (725,100 units), up 11.9%.

September shipments were down 6.4%, or 282,000 units, from the all-time record set one year ago, primarily because of 263,000 fewer microwave ovens. The reduced level of this product accounted for 93% of September's unit decline.

Although microwave oven shipments failed to reach year-ago levels in eight of the nine months this year, September was the first time in 1988 that monthly microwave oven shipments exceeded one million units.

Products that rose above year-ago September levels merit special mention:

- * Refrigerators (686,000 units) increased 10.8% to a new September record.
- * Room air conditioners (111,400 units) increased 20.0% to their highest September level in 14 years. Dealers are starting early to fill

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inventories severely depleted from the summer heatwave, fearing a shortfall of products next spring.

- * Freezers (127,700 units) increased 16.7% to their highest September level since 1980.

Year-to-date shipments of 37 million units were 2.5% below the year-ago level, signaling the projected decline expected this year from the 1987 record of nearly 50 million units.

According to the latest industry forecast, 1988 shipments should approach 48 million units and, thus, claim a second-best annual record.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
September, 1988

	SEPTEMBER			CALENDAR YEAR TO DATE			CALENDAR QUARTER		
	1988	1987	% Change	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	4,144.5	4,426.3	-6.4%	37,038.5	37,989.4	-2.5%	12,321.9	12,670.9	-2.8%
COOKING - TOTAL	1,467.3	1,763.4	-16.8%	11,265.7	12,802.3	-12.0%	3,830.6	4,478.5	-14.5%
ELECTRIC RANGES - TOTAL	269.5	288.8	-6.7%	2,351.2	2,499.0	-5.9%	801.9	865.1	-7.3%
Free Standing	218.6	233.5	-6.4%	1,886.3	2,012.1	-6.3%	652.6	699.6	-6.7%
Built-in	50.9	55.3	-8.0%	464.9	486.9	-4.5%	149.3	165.5	-9.8%
GAS RANGES - TOTAL	181.8	200.5	-9.3%	1,569.4	1,547.0	1.4%	527.5	528.6	-0.2%
Free Standing	172.2	189.1	-8.9%	1,474.6	1,458.8	1.1%	497.4	499.8	-0.5%
Built-in	9.7	11.5	-15.7%	94.8	88.2	7.5%	30.1	28.8	4.5%
MICROWAVE OVENS/RANGES***	1,031.0	1,293.7	-20.3%	7,479.7	8,893.1	-15.9%	2,546.7	3,138.3	-18.9%
HOME LAUNDRY - TOTAL	1,021.0	1,046.2	-2.4%	8,133.6	8,051.1	1.0%	2,832.4	2,794.2	1.4%
AUTOMATIC WASHERS	584.4	595.8	-1.9%	4,709.4	4,578.2	2.9%	1,638.5	1,599.5	2.4%
DRYERS - TOTAL	436.6	450.4	-3.1%	3,424.3	3,472.9	-1.4%	1,193.9	1,194.7	-0.1%
Electric	333.1	346.4	-3.8%	2,649.4	2,698.1	-1.8%	917.3	922.0	-0.5%
Gas	103.5	104.0	-0.5%	774.9	774.7	0.0%	276.6	272.8	1.4%
KITCHEN CLEAN UP - TOTAL	723.5	774.7	-6.6%	6,198.8	6,526.2	-5.0%	2,135.4	2,165.5	-1.4%
DISPOSERS	369.2	411.6	-10.3%	3,121.8	3,350.7	-6.8%	1,078.0	1,112.9	-3.1%
DISHWASHERS - TOTAL	334.7	342.0	-2.1%	2,898.4	3,009.8	-3.7%	996.2	998.7	-0.3%
Built-in	314.1	318.2	-1.3%	2,716.8	2,825.9	-3.9%	939.6	938.2	0.1%
Portable	20.6	23.8	-13.4%	181.6	183.9	-1.3%	56.6	60.6	-6.6%
COMPACTORS	19.5	21.1	-7.6%	178.6	165.7	7.8%	61.2	53.8	13.8%
FOOD PRESERVATION - TOTAL	813.6	728.7	11.7%	6,627.7	6,446.7	2.8%	2,681.5	2,440.1	9.9%
REFRIGERATORS	686.0	619.3	10.8%	5,583.6	5,452.1	2.4%	2,245.4	2,055.7	9.2%
FREEZERS - TOTAL	127.7	109.4	16.7%	1,044.0	994.6	5.0%	436.1	384.4	13.4%
Chest	67.8	57.7	17.5%	560.3	546.4	2.5%	233.7	204.4	14.3%
Upright	59.8	51.7	15.7%	483.7	448.2	7.9%	202.3	180.0	12.4%
HOME COMFORT - TOTAL	119.1	113.3	5.1%	4,812.7	4,163.2	15.6%	842.0	792.7	6.2%
ROOM AIR CONDITIONERS	111.4	92.8	20.0%	4,167.1	3,477.7	19.8%	725.1	648.0	11.9%
DEHUMIDIFIERS	7.7	20.5	-62.4%	645.6	685.4	-5.8%	116.9	144.7	-19.2%

* Domestic plus export shipments: includes both U.S. produced and imported products.

** Numbers do not add because of overlapping product categories.

*** Includes microwave ovens and combination microwave ovens/ranges.